

The Ductless Heat Pump project, brought to you by NEEA, has launched a campaign to increase the purchases of ductless heating and cooling systems in the northwest. You have the opportunity join in the campaign efforts

To join in the campaign efforts,

- **STEP 1:** 'Friend' the Going Ductless Facebook page [here](#)
- **STEP 2:** Add promotional touts for the YouTube Channel and Sweepstakes to your website
- **STEP 3:** Share the provided YouTube videos on your website or on your YouTube Channel
- **STEP 4:** Share Going Ductless Facebook posts on your Facebook page

The following campaign support materials are available for download. To access these materials, please visit the campaign website [here](#).

- **Sweepstakes Promotional Touts** are provided for posting on your website and will drive traffic to the Regional Campaign Sweepstakes and [GoingDuctless.com](#). Two sweepstakes tout options are available for download.
- **YouTube Promotional Tout** is provided for posting on your website and will drive traffic to the Going Ductless YouTube channel.
- **Campaign Marketing Copy** is supplied for newsletters, bill stuffers and website use to promote the campaign through your existing communication channels. We encourage you to use this copy along with the Sweepstakes Promotional Touts.
- **Campaign Brochure** is available for print and distribution. Native files may be requested for customization.
- **YouTube Videos** are provided to post on your website.

The campaign started September 27, 2011 **and runs until December 31, 2011**. We look forward to working with you to make this campaign a success!

If you have any questions, please contact:

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For questions about BPA's DHP program, contact your BPA Energy Efficiency Representative

